



CSAP's Southwest CAPT Prevention Briefing

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Providing support and resources for developing knowledge and expertise among prevention professionals and practitioners

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Social Marketing and Prevention

Social Marketing applies basic marketing principles to promote ideas, attitudes, and behaviors. Emerging initially in the 1970s, it has become a strategic tool in the field of substance abuse prevention.

Social marketing emphasizes learning what people want and need rather than trying to get them to purchase the product you happen to have. The process is based in respectful dialogue *with* the intended audience rather than messages prepared *for* an audience. There are seven P's in social marketing.

1. Product

The social marketing product can be an *idea* for example, substance abuse prevention, the environment, social justice, or it can be *actual physical products, services or practices*, such as mammograms, condoms, or a health related diet.

2. Price

In social marketing, price refers to necessary action on the part of the consumer to obtain the product. The cost could be monetary but is most often time, effort, or other intangible risks such as embarrassment or disapproval of peers. How the individual perceives the cost dictates the likelihood of changed perception and action.

3. Place

Place describes how the product reaches the consumer. The degree of success achieved is directly related to how well you understand those you are hoping to influence with the message. The better you understand your audience the greater your degree of success.

4. Promotion

Promotion is composed of integrating advertising, promotions, media advocacy, public relations, sales and entertainment channels of expression. The emphasis is to create and sustain demand for the product or idea you are promoting. Notable strategies for promoting prevention include using new research findings or public survey/assessment findings, media events, letters to the editor of the local newspaper or editorial columns, public service announcements, paid ads, and community-wide youth-focused events.

5. Partnering for leverage

Creating partnerships with other agencies and organizations provides leverage for getting the message(s) to the intended audiences. While other agencies and organizations may have slightly different goals, it doesn't negate your working together toward the portion of your work that overlaps. In addition, working together creates opportunities for collaboration.

6. Policy for sustainability

Policies address the social environment of a community rather than individual behavior change as in social marketing. Combining social marketing with policies which reinforce your messages increases the likelihood that change is achievable and sustainable. Individual behavior changes are reinforced by social norms reflecting local policy.

7. Politics for understanding

Social marketing strategies are often complicated and/or controversial for example, smoking in public places, safe sex, gun safety, and teen pregnancy. Issues often need to be tactfully addressed. You must understand your audience and realize that others who may hold alternate views. The greater the degree of understanding, the more likely you will be able to reach common ground and less likely others will try to block your efforts.

Resources

The Center for Substance Abuse Prevention (CSAP) has developed a set of Technical Assistance Bulletins to enhance the communications capacity of national, state, and local groups.

- **Working with Mass Media (MS708)**
- **Choosing Appropriate Channels of Communications (MS724)**
- **Identifying the Target Audience (MS700)**
- **Evaluating the Results of Communications Programs (MS706)**
- **Culturally Competent Approaches to Media Literacy (MS724)**

These publications are available online at www.health.org or by calling the National Clearinghouse for Alcohol and Drug Information (NCADI) at 1.800.729.6686 (For TDD call 1.800.487.4889). These publications are free of charge.

Additional Resources:

Early and Often: How Social Marketing of Prevention Can Help Your Community.

This resource guide, developed by Jerry Jaker, Central CAPT, is rich with information and specific examples of effective social marketing messages for substance abuse prevention. Copies can be purchased by contacting the Minnesota Institute of Public Health at 1.800.782.1878, or http://www.ccapt.org/sbp_sm.html.

Impact! Social Marketing: Persuasive Communication of Public Health

This article describes social marketing and the critical elements to creating a successful campaign. <http://www.emprc.org/jan98/social.html>

Center for Substance Abuse Prevention's Prevention Alert

This article describes how social marketing enhances prevention programming. <http://www.health.org/govpubs/prevalert/html-p43/v1page01.htm>

Northeast CAPT Social Marketing Resources

The Northeast CAPT provides resources which provide a number of presentations on the topic including description, overview, history, developing campaigns and more.

<http://www.northeastcapt.org/services/products/presentations/social-marketing/>

Higher Education Center and Social Marketing/ Social Norms

This website reviews the theory and research, provides references, media advocacy, research and evaluation of social norms campaigns, and much more.

<http://www.edc.org/hec/socialnorms/>

Weinreich Communications

This website contains articles describing social marketing and how to build it into existing programs. www.social-marketing.com.

Strategic Press Information Network (SPIN)

This site illustrates the capacity of grassroots groups to shape public opinion and gain positive media attention through training and strategizing. SPIN Works! is a media guidebook for communicating values and shaping opinion is available on the website at www.spinproject.org.

Many other resources can be found for free of charge or for a nominal fee at the *National Clearinghouse for Alcohol and Drug Information* at <http://www.health.org>